

# **Depilatories in Denmark**

May 2025

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# Depilatories in Denmark - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Razors and blades remain most popular products within depilatories in 2024 Procter & Gamble maintains GBO leadership through popular Gillette brand Grocery retail remains ahead in distribution of depilatories in Denmark

## PROSPECTS AND OPPORTUNITIES

Moderate growth anticipated for depilatories during forecast period Single-use razors set for persistent decline Subscription-based sales models likely to expand

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